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Effective on 12/08/2004.

Fee pursuant to the Consolidated Appropriations Act, 2005 (H.R. 4818).

## FEE TRANSMITTAL For FY 2005

 X Applicant claims small entity status. See 37 CFR 1.27

**TOTAL AMOUNT OF PAYMENT** (\$ 180.00)

<b>Complete if Known</b>	
Application Number	09/885,758-Conf. #3993
Filing Date	June 20, 2001
First Named Inventor	Paul Peterson
Examiner Name	Mark R. Milia
Art Unit	2622
Attorney Docket No.	30020/37196

**METHOD OF PAYMENT** (check all that apply)

Check     Credit Card     Money Order     None     Other (please identify): \_\_\_\_\_  
 Deposit Account    Deposit Account Number: 13-2855    Deposit Account Name: MARSHALL, GERSTEIN & BORUN LLP

For the above-identified deposit account, the Director is hereby authorized to: (check all that apply)

Charge fee(s) indicated below     Charge fee(s) indicated below, except for the filing fee  
 Charge any additional fee(s) or underpayment of fee(s) under 37 CFR 1.16 and 1.17     Credit any overpayments

**FEE CALCULATION****1. BASIC FILING, SEARCH, AND EXAMINATION FEES**

<u>Application Type</u>	<u>FILING FEES</u>		<u>SEARCH FEES</u>		<u>EXAMINATION FEES</u>		<u>Fees Paid (\$)</u>
	<u>Fee (\$)</u>	<u>Small Entity Fee (\$)</u>	<u>Fee (\$)</u>	<u>Small Entity Fee (\$)</u>	<u>Fee (\$)</u>	<u>Small Entity Fee (\$)</u>	
Utility	300	150	500	250	200	100	
Design	200	100	100	50	130	65	
Plant	200	100	300	150	160	80	
Reissue	300	150	500	250	600	300	
Provisional	200	100	0	0	0	0	

**2. EXCESS CLAIM FEES**Fee Description

Each claim over 20 (including Reissues)

<u>Fee (\$)</u>	<u>Small Entity Fee (\$)</u>
50	25
200	100
360	180

Each independent claim over 3 (including Reissues)

Multiple dependent claims

<u>Total Claims</u>	<u>Extra Claims</u>	<u>Fee (\$)</u>	<u>Fee Paid (\$)</u>
_____	= _____	x _____	= _____

<b>Multiple Dependent Claims</b>	
<u>Fee (\$)</u>	<u>Fee Paid (\$)</u>
_____	_____

<u>Indep. Claims</u>	<u>Extra Claims</u>	<u>Fee (\$)</u>	<u>Fee Paid (\$)</u>
_____	= _____	x _____	= _____

**3. APPLICATION SIZE FEE**

If the specification and drawings exceed 100 sheets of paper (excluding electronically filed sequence or computer listings under 37 CFR 1.52(e)), the application size fee due is \$250 (\$125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).

<u>Total Sheets</u>	<u>Extra Sheets</u>	<u>Number of each additional 50 or fraction thereof</u>	<u>Fee (\$)</u>	<u>Fee Paid (\$)</u>
_____	- 100 = _____	/50 _____ (round up to a whole number) x _____	= _____	

**4. OTHER FEE(S)**

Non-English Specification, \$130 fee (no small entity discount)

Other (e.g., late filing surcharge): 1806 Submission of an Information Disclosure Statement

180.00

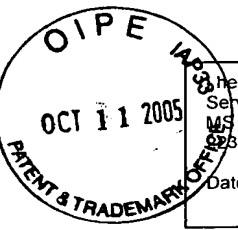
<b>SUBMITTED BY</b>		Registration No. (Attorney/Agent)	Telephone
Signature		41,631	(312) 474-6300
Name (Print/Type)	G. Christopher Braidwood	Date	October 6, 2005

I hereby certify that this correspondence is being deposited with the U.S. Postal Service with sufficient postage as First Class Mail, in an envelope addressed to: MS Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on the date shown below.

Dated: October 6, 2005

Signature:

(G. Christopher Braidwood)



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Dated: October 6, 2005

Signature:

(G. Christopher Braidwood)

Docket No.: 30020/37196  
(PATENT)

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:  
Paul Peterson

Application No.: 09/885,758

Confirmation No.: 3993

Filed: June 20, 2001

Art Unit: 2622

For: METHODS AND APPARATUS FOR  
PRODUCING A LENTICULAR NOVELTY  
ITEM AT A POINT OF PURCHASE

Examiner: Mark R. Milia

### THIRD SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT (IDS)

MS Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

Pursuant to 37 CFR 1.56, 1.97 and 1.98, the attention of the Patent and Trademark Office is hereby directed to the references listed on the attached Form PTO/SB/08. It is respectfully requested that the information be expressly considered during the prosecution of this application, and that the references be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

This Information Disclosure Statement is filed more than three months after the U.S. filing date, and after the mailing date of the first Office Action on the merits, whichever occurs first, but before the mailing date of a Final Office Action or Notice of Allowance (37 CFR 1.97(c)).

Each of the references listed on the attached Form PTO/SB/08 corresponds with a document cited in either of the following two co-pending applications filed by the applicant. U.S. Patent Application Serial No. 09/885,746, entitled "Methods and Apparatus for Generating a Multiple Composite Image," and U.S. Patent Application Serial No.

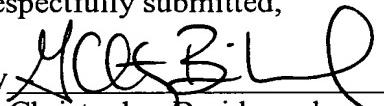
09/885,686, entitled "Methods and Apparatus for Producing a Lenticular Novelty Item Interactively Via the Internet."

It is submitted that the Information Disclosure Statement is in compliance with 37 CFR 1.98 and the Examiner is respectfully requested to consider the listed references.

The amount of \$180.00 covering the fee set forth in 37 CFR 1.17(p) is being submitted herewith via a credit card payment of \$690.00, the balance of which is directed to covering the fee associated with an extension of time for a paper filed concurrently herewith. Form PTO-2038 is attached. The Director is hereby authorized to charge any deficiency in the fees filed, asserted to be filed or which should have been filed herewith (or with any paper hereafter filed in this application by this firm) to our Deposit Account No. 13-2855, under Order No. 30020/37196. A duplicate copy of this paper is enclosed.

Dated: October 6, 2005

Respectfully submitted,

By   
G. Christopher Braidwood  
Registration No.: 41,631  
MARSHALL, GERSTEIN & BORUN LLP  
233 S. Wacker Drive, Suite 6300  
Sears Tower  
Chicago, Illinois 60606-6357  
(312) 474-6300  
Attorney for Applicant

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Substitute for form 1449A/B/PTO				<b>Complete if Known</b>	
				Application Number	09/885,758-Conf. #3993
				Filing Date	June 20, 2001
				First Named Inventor	Paul Peterson
				Art Unit	2622
				Examiner Name	Mark R. Milia
Sheet	1	of	1	Attorney Docket Number	30020/37196

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			
*	US-5,267,030	11/1993	Giorgianni et al.		
*	US-5,272,549	12/1993	McDonald		
*	US-5,452,111	09/1995	Giorgianni et al.		
*	US-5,488,508	01/1996	Haseltine		
*	US-5,539,453	07/1996	David et al.		
*	US-5,587,740	12/1996	Brennan		
*	US-5,611,693	03/1997	Chaya et al.		
*	US-5,626,998	05/1997	Grabowski et al.		
*	US-5,786,823	07/1998	Madden et al.		
*	US-5,886,818	03/1999	Summer et al.		
*	US-5,924,870	07/1999	Brosh et al.		
*	US-6,108,104	08/2000	Tesavis		
*	US-6,225,546	05/2001	Kraft et al.		
*	US-6,266,068-B1	07/2001	Kang et al.		
*	US-6,324,545	11/2001	Morag		
*	US-6,400,832-B1	06/2002	Sevigny		
*	US-6,429,892-B1	08/2002	Parker		
*	US-6,507,361-B1	01/2003	Barber		
*	US-6,571,271	05/2003	Savitzky et al.		
*	US-6,814,509	11/2004	Ashizaki		

FOREIGN PATENT DOCUMENTS					
Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Country Code <sup>3</sup> -Number <sup>4</sup> -Kind Code <sup>5</sup> (if known)			
					T <sup>6</sup>

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. \* CITE NO.: Those application(s) which are marked with an single asterisk (\*) next to the Cite No. are not supplied (under 37 CFR 1.98(a)(2)(iii)) because that application was filed after June 30, 2003 or is available in the IFW. <sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

NON PATENT LITERATURE DOCUMENTS					
Examiner Initials	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.			T <sup>2</sup>

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup>Applicant's unique citation designation number (optional). <sup>2</sup>Applicant is to place a check mark here if English language Translation is attached.

Examiner Signature		Date Considered
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Application No. (if known): 09/885,758

Attorney Docket No.: 30020/37196

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Date



Signature

G. Christopher Braidwood

Typed or printed name of person signing Certificate

41,631  
Registration Number, if applicable

(312) 474-9559  
Telephone Number

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IDS (Citation) by Applicant (20 References) (1 page)  
Information Disclosure Statement  
Fee Transmittal  
Check in the amount of \$180.00